



## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Business Development Manager
<b>REPORTING TO:</b>	CEO, Melbourne Dental Clinic
<b>EMPLOYMENT TYPE:</b>	Part time (0.6FTE), continuing appointment
<b>NUMBER OF REPORTS:</b>	0

### The Organisation

The Melbourne Dental Clinic (MDC) was established by the University of Melbourne in 2013 to provide excellence in clinical education for the next generation of dental professionals and increase access to comprehensive dental care for members of the public.

As a world-class teaching clinic, our services are provided by undergraduate and postgraduate dentists trained at the University of Melbourne under the supervision of expert professors and qualified and experienced dentists and dental specialists.

At the MDC we have access to the latest equipment and technology, which allows us to provide the highest standard of service and convenience. As one of the largest academic dental clinics in Australia we are unique in our ability to offer comprehensive general dentistry services, as well as services in six specialty areas all in one location.

Our mission is to provide world-class education and training to our students and provide high quality, dental care and exceptional service to our patients. We share the University of Melbourne's mission to be a world-class education and research facility and strive for continuous innovation and excellence in comprehensive dentistry.

### Position Summary

The Business Development Manager is responsible for supporting major business growth and development opportunities for the MDC. The position will be required to establish and cultivate strong working relationships with key internal and external stakeholders, in addition to providing support in identifying and evaluating new opportunities and scoping projects. The Business Development Manager will need to utilise resources efficiently and effectively to enhance key partnerships, maintain a high level of customer focus and leverage market position to increase demand and revenue.

### Essential Selection Criteria

- Relevant tertiary qualifications in Business and or Marketing with demonstrated experience and expertise in a Business Development Manager role that includes, the development and delivery of commercial outcomes

- Experience in leading, and holding financial accountability for, business development activities, with demonstrated commercial acumen
- Demonstrated track record of being highly motivated, proactive and collaborative in approach, with excellent analytical skills, and self-reliant
- Demonstrated capacity to coordinate and facilitate teams/resources to respond to commercial opportunities
- Exceptional interpersonal and communication skills, with the ability to represent the Melbourne Dental Clinic at a senior level to external stakeholders; lead, direct and influence others
- Demonstrated ability to build and maintain effective and productive relationships with a wide range of internal and external groups
- Excellent computer skills including all MS Office products
- The ability to develop robust business case submissions to support new initiatives and changes required

**Key Relationships (Internal and External)**

- Melbourne Dental Clinic Executive Management Team
- Melbourne Dental School Executive
- Faculty of Medicine, Dentistry and Health Sciences Senior Management Team
- Clinical Governors
- Clinical Supervisors
- Melbourne Dental School Students

## Key Accountabilities

Key Responsibilities	Measure/KPIs to be achieved
<p><b>Strategic Planning</b></p> <ul style="list-style-type: none"> <li>• In conjunction with the CEO develop the MDC annual business development plan in line with the MDC's strategic business plan</li> <li>• Develop a comprehensive knowledge of the skills and capacities of the MDC in order to support the marketing and business development of teaching and learning opportunities of the clinic</li> <li>• In conjunction with the CEO manage the operational direction of the business, development and marketing within the strategic direction of the MDC</li> </ul>	<ul style="list-style-type: none"> <li>• Provision of a robust and documented business development plan annually</li> <li>• MDC Strategic and operational plans incorporate business development strategies and activities and align with organisational plans</li> <li>• All communication materials comply with MDC marketing protocol</li> <li>• Achievement of agreed business and revenue KPIs</li> </ul>
<p><b>Growth in Clinic Profile and Market Share</b></p> <ul style="list-style-type: none"> <li>• Monitor trends and opportunities across the sector, and proactively engage stakeholders in the ways that, the MDC can contribute to addressing these priorities and agendas</li> <li>• Actively market MDC services to recruit Clinical Supervisors</li> <li>• Work collaboratively with MDC Executive Management Team and the Melbourne Dental School and/or Faculty to create and introduce processes that enable efficient opportunity evaluation and progression where appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Retention of patients and referrers</li> <li>• Referrals result in achievement of increases to clientele and business targets</li> </ul>
<p><b>Information Management</b></p> <ul style="list-style-type: none"> <li>• Ensure trend analysis and demographics are appropriately researched and utilised in the development of marketing campaigns and business development</li> <li>• Contribute to the overall organisational information on market and competitor activities and published outcomes</li> <li>• Liaise with clinical governors to ensure effective transfer of information</li> </ul>	<ul style="list-style-type: none"> <li>• Accurate dental information and demographic data is effectively used in business development plan</li> <li>• Information resources for practitioners are current, relevant and reflect best practices</li> <li>• Utilisation is accurately monitored and result in achievement of agreed KPIs, throughput and business targets</li> </ul>

<ul style="list-style-type: none"> <li>• Monitor dentist and specialist referrals to MDC against targeted models</li> </ul>	
<p><b>Relationship Management and Communications</b></p> <ul style="list-style-type: none"> <li>• Develop strong internal networks and relationships to enable timely opportunity identification</li> <li>• Working directly with key stakeholders and associates to coordinate the development and submission of commercially focused proposals</li> <li>• Liaise directly with clients and other stakeholders on the delivery of services, ensuring client satisfaction and supplementary activities are identified, and that long term relationships are established and supported</li> <li>• Manage the promotion and launch of established and new services</li> <li>• Facilitate the development of appropriate brochures and other materials for the external marketplace in collaboration with FMDHS.</li> <li>• In collaboration with the Melbourne Dental School assist with the facilitation and development of conferences and seminars on topics relevant to MDC business initiatives and strategic direction</li> </ul>	<ul style="list-style-type: none"> <li>• Current and accurate information that is reflective of strategic plan and revenue targets</li> <li>• Information made available to practitioners is timely and accurate</li> <li>• Attendance at conferences and seminars</li> <li>• High quality promotional materials developed and distributed</li> </ul>
<p><b>Financial Management</b></p> <ul style="list-style-type: none"> <li>• In consultation with the CEO develop a budget agreed for business development, promotional campaigns and advertising activities</li> <li>• Contribute to the reporting of activity, including financial outcomes, to the MDC Board as a key internal stakeholder</li> </ul>	<ul style="list-style-type: none"> <li>• Achievement of revenue and occupancy targets</li> <li>• All activities are within agreed budget parameters</li> </ul>
<p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>• Liaise with CEO and Executive Management Team to ensure that issues highlighted in customer satisfaction surveys, in particular patient surveys are addressed and result in improved services and areas of high satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous improvement in customer satisfaction as measured by satisfaction surveys and positive feedback from referring practitioners</li> <li>• Patient and customer service satisfaction surveys within agreed targets</li> </ul>

<ul style="list-style-type: none"><li>• Assists in the development of relationships with specific target markets</li></ul>	<ul style="list-style-type: none"><li>• Issues are escalated to the manager and resolved in a timely manner</li></ul>
<b>Other</b> <ul style="list-style-type: none"><li>• Carry out other responsibilities as directed by the CEO</li></ul>	

## Occupational Health and Safety (OHS) Responsibilities

The Melbourne Dental Clinic has policies and procedures which comply with the *Occupational Health and Safety Act 2004*, which require all staff to contribute to the maintaining of a safe and healthy workplace.

All staff members are required to exercise their duty of care and:

- Take reasonable care for their own safety, as well as for others in the workplace who can be affected by their actions;
- Refrain from misusing or damaging any equipment which is provided to protect or enhance the health and safety of staff;
- Comply with legitimate requests from MDC which are in accordance with published policies and/or OHS legislation;
- Ensure they do not knowingly place other staff at risk through their actions;
- Report incidents and potential health and safety risks to their OHS Representative in a timely and appropriate manner;
- Host visitors and/or contractors at the campus in a manner consistent with the requirements of the OHS policy.

## Diversity and Inclusivity Statement

The Melbourne Dental Clinic is committed to a diverse and inclusive workforce free from all forms of discrimination. We actively work to remove barriers to ensure all employees enjoy full participation in the workplace and encourage applications from diverse backgrounds. We adopt our diversity and inclusivity policies from the University of Melbourne and can be viewed at

<https://staff.unimelb.edu.au/diversity-inclusion>

## Document Control

Date Developed:	Developed and Reviewed By
August 2017	Andrew Stott – CEO, MDC